

humor
fiction
articles
pictorial

Trend

The Entertainment Guide

10¢
WEEKLY
MAY 30

1959

Covers

- Atlantic City
- New York
- Jersey Shore
- Lakewood
- North Jersey

FOR ADVERTISING
AND NEWS CALL
MARKET 2-8999



PEARL REAVES
"Blues Vocalist"

Trend

The Entertainment Guide
Published every Thursday
by

Trend Publishing Co., Inc.
102 West Market Street
Newark 3, N. J.
MA 2-8999

24 Issued \$1.00

Mail Subscription Only
Copyright 1958
Trend Publishing Co., Inc.

Editorial—Business Manager
TINY PRINCE
Managing Editor
DAVE PEARSALL
Art Editor

Editorial Secretary
LORRAINE LAVENDER
Advertising Department
AL BRISTOL
B. JOHNSON
Circulation—Promotion Dept.
FREDDIE MIDDLETON
FRED PEARSALL, Assistant

Columnist

Lynn Wheaton



VOLUME
NUMBER 10



Join NAACP today

PROTECT YOUR FUTURE

*Join the
Turner*



Her life is in her
s...and yours

ful little girl, named Colleen,
of Myasthenia Gravis, com-
MG. Without the medication
her hand her affliction
al. With it, she is normal.

requent symptoms are extreme
drooping eyelids, double vision,
ty in swallowing, weakness of
r legs. *See your doctor at once!*
patients, adults or children, are re-
d to happy and nearly normal lives.

Will you support the work to find the
ause and cure of MG? The big difference
of life itself may be in your hands, too.

**THE MYASTHENIA
GRAVIS FOUNDATION, INC.**

LAKELAND CHAPTER
STANHOPE N. J.
Netcong 2-1579

Pearl Reeves, the brown skin bomb shell, was born in Virginia, she came from a large family of four brothers and three sisters and a very religious Mom and Dad, who are still living in Port News. They do not approve of Pearl's choice for a career, but still gave their blessings. Two years ago, without any formal training, and with a deep sipirtual background, she ventured forth to launch into the blues and jazz field. Her clothes, which she learned to make back at Huntington High School in Virginia, are becoming her trade mark. Ralph Cooper, who was one of the people who featured her on his last TV show, would like to buy her contract now. Pearl, along with her combo, is really the hottest thing around New York, she is 5 feet 9 inches tall, pretty white teeth and a figure with 26 waist, 45 hips and 36 bust . . . The personality and even temper of this charming woman is something rare in show business . . . Her voice is honey-toned, but rich, she has no smoking or drinking habits, likes to cook and sew and is ambition be come a success and try to raise a big family like her mother . . . Eddie Blackwell is her teacher and predicts great things.

DAVID GLANTON
LICENSED REAL ESTATE
BROKER

NOTARY PUBLIC OF N. J.

42 FAIRMOUNT AVENUE
 NEWARK, N. J.

Office MI. 2-6331

With French Atmosphere

SPOTLITE

WE INVITE YOUR PATRONAGE

You are cordially invited to
 the craziest of all
**NEW YEARS
 EVE PARTY**
Friday, May 15, 1959
Horns : Hats : Balloons
Come Early and Stay Late

BI 8-9765

525 Springfield Ave. Newark, N. J.

Visit our modern Restaurant

HOME COOKED MEALS



THE FISH BOWL

"AN EATING PLACE
 OF EXCEPTIONAL QUALITY"

★ Sea Food
 ★ Steaks & Chops

Charles Graves, Prop.

370 W. Market St., Newark

When your friends and relatives
 visit Newark the place for them
 to stay is

**THE RIO PLAZA
 HOTEL**

92 So. 13th Street
 Newark, N. J. HU 5-9679

Clean - Comfortable - Friendly

Ten Volume Duo-Tone Set



WORLD'S BEST CLASSICS
 10 Volume Set (No. 218)

\$8.35

Add .60 pstg. & hdlg., total \$8.95

D. & M.
 102 West Market St.
 Newark 3, N. J.

Phone MArket 2-8999

Imagine 10 big volumes (total weight 11 lbs.) at less than 90c for each volume! Your leisure time could not be better spent than in reading the works of these great writers. Poe's Masterpieces of Mystery, the House of Seven Gables, Tom Sawyer, Travels of Marco Polo, Shakespeare's Masterpieces, Pride and Prejudice, Silas Marner, A Tale of Two Cities and Autobiography of Benjamin Franklin! Attractively bound duo-tone set for you and your children and your children's children.

CONFIDENTIAL



By: Tiny Prince

EDITORIAL SPIEL—Today the Negro model has become of age. The market is wide open and yet our girls have not been able to break into local advertisement circles. Trend's Cover Girls are trying to create, and contact, a daily market for models. This is not in direct or indirect competition with any model school or agency. Trend's Cover Girls hope to be able to place themselves in a position to help other young girls to rise above racial prejudice in the advertisement field . . . Today we Negroes spend about \$15 billion dollars a year on living necessities, but we are only represented in the buying end . . . Our girls are just as fair as the other races that are used in local and national advertisements. The Trend Cover Girls wants the Negro public to help awaken large advertisers and agencies to the possibility of using Negro models without such limitation as color and race, etc. . . . When you are buying your next big purchase ask the salesman why he doesn't use our girls in his advertisement.

FASHION FLASH — Cadillac driving Eddie Horn, attired in silk steel-blue S. B. suit, black Italian shoes, white on white shirt and tie . . . The Mello Queens, of the John Lester recording, wearing pea green silk draped dresses and satin shoes to match at Club Cozy.

TAN TOWN — Frederick's Lounge mad as a mad hatter's ball last Monday . . . Singer Ann Coleman surrounded by her admirers . . . Bill Ford in from Chicago, where he spent one month working with Sally Rand . . . Then over to the Key Club where yours truly enjoyed the where your's truly enjoyed the singing of Walter Dawkins, the manager, who record people should stop in and listen too. The atmosphere was relaxed so says photographer Lewis Allan, Freddie Hayes and Ann Baxter,

the new columnist for Trend.

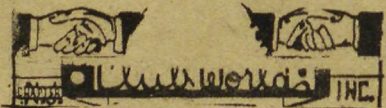
Folks are saying that Pro Louis is almost as good as the Hound Dog, smiles . . . Lillian, Ruth, and Ellen are bugging folks along the ear line about the Happy New Year Party given at Spot Lite Club May 15th . . . They say it's true that Severa Livsey will be off to Los Vegas and then to Europe, well ain't that sumpin . . . Walter reminds me again to stop into the "Bruce Wine and Liquor Store" and

pick up my choice for that next party. Oh, yeah! The place is on 15th Avenue at Bruce Street, and the owners are Nat and Irv., two real people.

Pretty Mother G. Stanford hasn't been seen out on the scene in quite a spell, wonder what is up? . . . smiles . . . Remember it's better to know the real estate dealer than the house when you're buying, so I would select Gavid Glanton . . . Customers are talking about the new hair styles that Ann Little, of TOP OF THE MARKS beauty salon, gives them . . . See the "Swapping Wives" show now at Rickoray Theatre and tell me there isn't a character in every community named "Snake" . . .

Whispers are that the Felicia Carter "Annual Fashion Show" is going to be a must the way the tickets are selling . . . The girls in this show are very, very pretty and talented.

Until next week and then another peek . . .



W. H. APPLIANCE SALES AND SERVICE

WASHERS REPAIRED

REFRIGERATOR REPAIRS

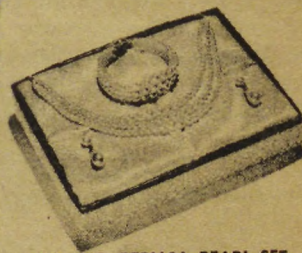
171 Prince Street
Newark, N. J.
Phone Bigelow 3-3965



JEWELED PEN

"Miss America" retractable jeweled ball point pen that writes with perfumed ink! Has over 200 imitation pearls with sparkling rhinestones. Complete with clear plastic carrying case.

NO. 259
\$1.00
Add .25
excise tax
pstg.-hdlg.



NO. 195. REPLICA PEARL SET

Lovely iridescent replica pearl set. Three strand necklace, bracelet and matching earrings. Cushioned on smooth satin in beautiful gift box.

\$2.00 Postpaid
Add .20 excise tax

D. & M.
102 West Market St.
Newark 3, N. J.

AROUND TOWN with IRVING OVERBY
YOUR ROVING MOVIE PHOTOGRAPHER

Special Request Show



THE SHIRELLES

SUGAR BOWL NEWS

There was gaiety galore at the Sugar Bowl two weeks ago this Sunday. The fabulous "Sonics" singing their hit record, "The Broken Heart," featuring their popular leader Donald Sheffield. The "Kodaks," sensational as usual, really put on a show. They will return. Sugar Bowl membership 979 and still growing, picked Clint Miller of W.N.J.R. success as their favorite disc jockey.

Sandra Findley, Central High, leading in votes for Sugar Bowl Queen of 1959, sporting her pretty red dress, her talents are singing, dancing, writing music, and she also likes the movies! Delores Poole well, and back on the scene.

They're coming to the Sugar Bowl, MICKEY AND KITTY, formerly of Mickey and Sylvia, with their hits "OOH-SHA-LALA" and "THE KID BROTHER". It's a must. Yes Kitty, new star with Mickey, smooth and playing much guitar. Such a pleasure with Officer Al Knight on the scene.

Congratulations to Janice Mid on her birthday, April 30th. Looking for a reporter from each high school about school news. Act promptly. Who will be Miss Sugar Bowl of 1959?

Welcome 39 new members to Sugar Bowl. You know who you are.

Sugar Bowl Record Chart:

1. This Broken Heart:
The Sonics
2. Ooh-Sha-Lala:
Mickey & Kitty
3. Kansas City:
Wilber Harrison
4. The Kid Brother:
Mickey & Kitty
5. So Fine: The Fiestas
6. The Bell: Baby Washington
8. Charlie Brown: The Coasters
9. Everybody Likes to
Cha Cha: Sam Cooke
10. Lost: Jerry Butler

FAMILY ALBUMS

**HANDSOMELY REPRODUCED ON
GLOSSY SHEETS**

If you cherish your loved ones and have always wanted them close to you, you owe it to yourself to get this beautiful reproduction of family pictures . . . weddings, and the whole family tree in one consolidated handsomely bound album.

CALL OR WRITE
QUICKSET PRINTING COMPANY
102 West Market Street
Newark 3, N. J.
Telephone Market 2-8999



Poro Beauty School Student
Lovely Eva Yarborough 21 yrs.
of Caldwell, N.J. loves
swimming and baseball.



DAVE'S LONG BAR
THE JOHNSON SISTERS



Oscar Stafford and wife at Owl
Club last Saturday nite.

■ ■ NINA DOWNING ■ ■

Presents

A SUMMER CRUISE IN FASHIONS



Aboard: The U.S.S. Hotel Robert Treat
Grand Ballroom

Pier: 50 Park Place — Newark, N. J.

Sailing Time: Sunday, May 31st, 1959

Time: 6 P.M.



Lillian Hammond

Commentator

Newark to Montreal, Canada

Name

Address

City

Phone

TREND MAGAZINE Suggests
BACHELOR PARTY BUS RIDE N° 000

Unattached Men and Women Only!

Week End-Non Stop-3 Day Round Trip

TO MONTREAL CANADA

Including Hotel, Tours, Indian Village



Returning Sunday Nite
by **CAMPTOWN COACH**

Reservations

THIS IS A ROUND TRIP, and HOTEL TICKET.

\$30.00

Trend Office



"OUT ON THE TOWN"

By Anne Baxter

I can thank my lucky stars,
This isn't such a bad old town,
Come on out and have a look
around,
See what's being put down.

Stopped in at Little Johnny's over the week-end, everything was happening. On the scene was lovely Bobby Norman, with her very handsome escort, Earl Fussell with his charming young lady. Richard Jordan, a real honey, Eddie, Joey and Mr. Euel himself. Let's not forget to salute Johnny's polite, popular bartenders, Scubba, Mac, Freddie and Abe. On the set also was Redd Foxx's brother.

Let's dig the house of music, dignified Fredericks. On hand was our host, Bill Frederick with his quite and charming self. Making the scene gayer was Hi-spots popular Bartender Tommy and friends. Don't forget Fredericks is the spot on Wednesday nights.

I know you're not going to miss Len and Len's, with the "Great Allegros of the crazy sound. Len had a jammed up week-end also, digging the set was the great Mr. Floyd himself, and the fabulous Mr. Donald Prescott. With two lovely young ladies, Pat Lewis and Joan Morgan. Did you catch the Bride Club's anniversary, if you didn't you missed it. No jive. On hand to serve you was our handsome Bartender Johnny and our handsome Carl Jones. I dug Danny Coleman, lining up, and many of his friends.

Drop by the Nest Club, give our boy Jackie Reed a hand, he is a sweetie. By all means dig the Lyrice Bar, featuring that lovely lady of ladies, Pearle Reeves. Last but not least, the house of jazz, the Key Club, featuring two of the greatest personalities you'll ever want to hear, Geronimo and Sampson, with those charming, handsome and talented bartenders Walter Dawkins and Richard Nolly. You'll neem everyone that is anybody there. Walter had a birthday party attended by many friends.

We also celebrated another birthday, Miss Lillian Swan. On hand were Elizabeth Moore, Anne Teller, Al and Anne, Everett Stokes and friends James Baxter, Robert Danis and Jessie Gray. Sorry you missed Little Jimmy Spencer, he's sensational and has a new record out, "I'll Never Smile Again". It's

something else. Watch for another up and coming young artist, Miss Sandy Harris. Stop in the Hi-Spot, have a taste in the place, with Sonny Geirde, Tommy and Skeets.

Well, this is not the end, but until then . . .

VANITY CLUB



Where a Smile is always a
Pleasure

Marie

Mary

"Longest Bar In Town"

Barkeeps: BB, Bob & Rock

Bl 3-9819

Bl 3-9645

63 16th Ave.

Nwk., N. J.

**YOU WILL LOVE OUR
Deals on New
OLDSMOBILES**

BUT wait 'til you receive
**FAMOUS
DAN ESPOSITO
SERVICE!**

"IT ALL ADDS UP TO BIGGER
and BETTER SAVINGS"

DAN ESPOSITO OLDS

Authorized Olds Dealer
352 CENTRAL AVE., EAST ORANGE
Open Daily to 9 • OR 5-5555

CITIZEN RESTAURANT

179 Peshine Avenue
Newark, N. J.

Open Daily 6:00 A. M. to 3:00 A. M.
except Thursday, Friday and
Saturday (24 hours)

Near the corner of Clinton Avenue
Try our own Sauce for Hot Dogs,
Hamburgers and Bar-B-Que
Potato Salad and Cole Slaw
We Cater to Parties

Call in your orders, or come in and get
short orders. Free delivery on orders of
\$2.50 or more anywhere within the City
limits.

Income Tax Prepared

Call Bigelow 3-9803. All is well.

A. Wright, Proprietor

C. Raines, Food Manager and Chef

C. Wilcox, Counter Manager

C. Wright, Business Manager and
Notary Public

It pays
to
advertise
in



CLASSIFIED AD RATE 10 CENTS PER WORD

Count every word including all words in firm name. Numbers in address count as one word. Minimum ad accepted \$200. CASH OR CHECK MUST ACCOMPANY ALL ORDERS FOR CLASSIFIED ADVERTISING. If cash or check is not enclosed with order your classified ad will be held for following Issue pending receipt of your check or cash.

FELICIA CARTER

Presents

Her Annual Fashion Show

Theme:

“As We Live in Style”

Part of the proceeds to go to

GHANA AFRICAN SCHOLARSHIP FUND

Sunday Afternoon, May 24, 1959

4:00 P. M. to 8:00 P. M.

HOTEL CARLTON

22-24 EAST PARK STREET

Newark, New Jersey

MUSIC BY GHANA AFRICAN PERFORMERS

For Table Reservation call ORange 4-0922 - Blgelow 2-4672

\$4.00 - \$8.00

Donation \$2.00

FRANCIS CANN, DELEGATE TO THE UNITED NATIONS

WILL BE GUEST OF HONOR



SOCIAL CHIT CHAT

By Lynn Wheaton

Sunday, a cocktail party given by the Mannequins was held at the Bridge Club. The party was started with a song by James Weaver. Later, the guests were entertained with an interpretive dance by Jessie Oliver . . .

Female models such as Eula Grobes, Pat Osborne, Louise Diaz, and "Yours Truly," plus male models such as Norbart Downie and Johnny Burton will appear in the fabulous fashion show entitled "A Summer Cruise" given by Nina Downing, May 31, 1959, at the Hotel Robert Treat. Entertainment by Marilyn Flakes, Faye Osborne and Pat Thomas. Music by Robert Banks . . .

Sunday, a way-out jazz session was enjoyed by all at the studio of photographer, Louis Allen. The party turned out to be such a success, he is thinking about having them more often. Party and music was recorded on tape . . .

Congratulations! Miss Joyce Emmons of Jersey City, and Mr. Vernon Mederith of Maryland will be married Saturday, May 30, 1959. Wedding and reception will be held at the bride's home. The couple will reside in Maryland.

Melvin Coleman, owner of the well-known Coleman Hotel, died suddenly of a heart attack Wednesday. Funeral services were held Saturday at 2:00 P. M. in Morristown, N. J. Mr. Coleman's death was a great loss to the community . . .

A small get-together was given at the beautiful home of the Brady Hodges on Belmont Avenue in Newark, N. J., Tuesday, May 5, 1959. Lou Elliott, the terrific song stylist, was among the guests.

In a vain effort to keep his eye on the road and watch a pretty young lady crossing the street Mr. John Grady was admitted yesterday into the Jersey City Medical Center with a fractured rib and broken leg.

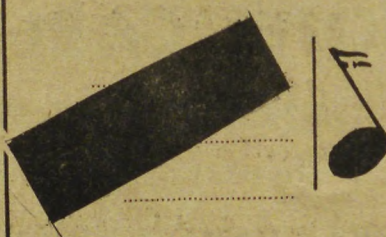
Send to TREND'S Waitresses and Bartenders Popularity Contest

102 West Market Street
Newark, New Jersey

BALLOT First Annual WAITRESS AND BARTENDER POPULARITY CONTEST One Vote

Waitress
Works at
Bartender
Works at
My Name
Address
City

FREDERICK'S MUSICAL LOUNGE



DAYTON SELBY ORGAN TRIO

Phone: MA 2-9563

4 - 6 - 8 BOSTON ST.

Newark

— WELCOME TO —

The Key Club Cocktail Lounge

Presents

"The Swinging 2"

GERONIMO JOHNSON, Drums

SAMPSON HORTON, Organ

Fri., Sat., Sun. and Mon.

JAZZ SET EVERY MONDAY

Your Hosts: Dawkins and Nelly

Stereophonic Sounds

Make It A Habit To Drop By

Market 2-9744

131 West Street Newark, N.

●●●●●●●●
HOUND DOG
DREAM'S

158
735
340

●●●●●●●●

Fleet Truck Lubricating Service

●
Trucks Serviced
In Your Garage

●
P. O. Box 1157

Newark, New Jersey

Market 2-9813

BUS SERVICE

EXPERIENCED
SCHOOL BUS SERVICE

— CHARTER —

- DELUXE COACHES
- RADIO EQUIPPED
- LOCAL & LONG DISTANCE
- FULLY INSURED

SPECIAL RATES TO
CLUBS, CHURCHES, ETC.



CAMPTOWN BUS LINES

919 SPRINGFIELD AVE., IRVINGTON

ESsex 3-2400

"Top Of The Mark"

NEWARK, NEW JERSEY

• BEAUTY SALON

All Work By
Appointment Only

Mitchell 2-5972

SPECIAL GIFTS
FOR READERS WHO MENTION
THIS AD
CHILDREN'S SPECIAL
Under 12
\$2.50

Tuesday and Wednesday

120 LITTLETON AVENUE
(bet. 12th & 13th Aves.)



ANN LITTLES, Prop.

"Serving you seven years in one location"

Specialists

Income Tax Returns
Bookkeeping, Auditing

NOTARY PUBLIC

MARKET 2-8999

TAX & ACCOUNTING SERVICE

- Competent
- Complete
- Confidential

United Business Associates, Ltd.

102 WEST MARKET STREET Newark, N. J.

Morton Beauty Salon

SPECIALIZING IN

HAIR STYLING - DYEING - TINTING

GRACE BRADLEY, Prop. 98 MORTON STREET
LILLIAN MITCHELL, Mgr. NEWARK, N. J.

MI 2 8896

"FOR THAT NEXT PARTY"

BRUCE

WINE & LIQUOR STORE



OPEN
EVENINGS

PROMPT
FREE
DELIVERY

NAT. & IRV.

BI 3-9697

314 Fifteenth Avenue
Newark, N. J.

QUICKSET PRINTING CO.

102 West Market Street, Newark, N. J.
Telephone MARKET 2-8999

OFFSET PRINTING
COLOR & BLACK
& WHITE



**WRITE
RIGHT
NOW!**

for your copy of
Informative **NEW**

24

ISSUES AT

\$1

Names

Address

City

TREND

102 West Market Street
Newark, N. J.

Dear Friends:

Stop in and see us about pictures
and special coverage for your next
affair . . . Club Dance, Business
Opening, Wedding, Anniversary
or Birthday Party . . .

Sincerely,
The Staff

RICKORAY THEATRE

Formerly Cameo Theatre

81 Elizabeth Ave at Hayes Circle Newark

Tel. Bigelow 3-9874

On Stage

In Person

Matinee Every
Sunday, 2:40 P.M.

SWAPPING WIVES

ALL NEGRO CAST

Direct From Long Run International Tour

Starring Robert Earl Sawyer

BOLD...DARING...COMEDY

—An Intimate and Frank Stage Play—

For Adults Only

Show
Times

Evenings
at 8:40

Popular
Prices



Best
Comedy
and
Laughs
Shocking
as Well
as
Funny

DAN ESPOSITO

OLDSMOBILE

352 Central Avenue East Orange, New Jersey Phone Orange 5-5555
HERE'S WHERE YOU GET...



COME IN,
TAKE YOUR
TURN AT
THE WHEEL...